

Listen up!

May 2021 Issue

A Message from Scott

This is an exhilarating time for Audio, as some of the largest and most respected attribution and data companies in the industry are proving that Digital Audio is wildly effective for advertisers!

In our second edition of Listen Up!, we are focusing on Attribution -- its massive ability to increase ad spend and advertiser ROI -- and how it has put an exciting focus on Digital Audio, fueling our tremendous growth!

Over the last year, Katz Digital has conducted over 50 successful attribution studies across all categories. We are proudly showcasing some of these informative case studies in this latest edition of Listen Up! Please feel free to check them out by using the link www.katzdigital.com/casestudies

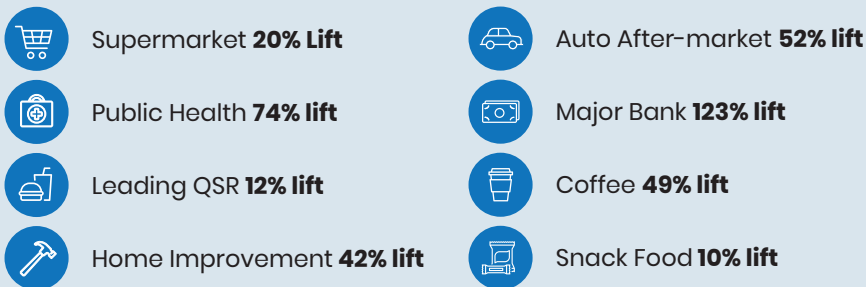
Scott Porretti, EVP, Katz Digital

In the Industry

There has been a flood of attribution companies entering the audio space, from major data companies like Claritas and Foursquare, to other proven attribution services like Artsai, 9th Decimal, UpWave, Chartable, Podsights and Veritonic. These new data sources measure foot traffic, brand lift, website conversion and click & collect behavior. They are playing a growing role in Digital Audio advertising by highlighting what has been elusive in audio for so long – *proof that audio advertising works!*

Audio Trends

Katz Digital attribution studies have yielded amazing results across a variety of categories. While each measured multiple KPIS, all drove significant lift!



Podcasting Today

Podsights, an attribution company that specializes in measuring podcast ad effectiveness, has released benchmarks on both conversion rates and purchase lift for podcast ads, showing exciting results for the platform.

Podsights' research revealed :

+82%

Purchase lift for podcast ads, up 5 points in 5 months

+53%

Website Conversion YoY growth, doubling the rate of display ad click-throughs.

This is one more piece of evidence that podcasting advertising works!

Viewpoint

by Cortney Matern

One of the beautiful aspects surrounding audio is our ability to partner with attribution companies to provide results for our advertisers!

Whether the KPI is foot traffic, brand lift or web conversion, Katz Digital has the ability to measure these results. Over the past year we have seen the demand for attribution ramp up across many categories, including QSR, Retail and Finance. The phenomenal part is that study after study, it shows that **AUDIO and KATZ DIGITAL WORK!** It has been awesome to partner with our agencies to show clients how utilizing this engaging platform can really move listeners into action for brands!

Cortney is the SVP, Katz Digital, South Region

Incremental Lift data on the Katz Digital Audio Network data from: Placed, Artsai, UpWave, Veritonic, Claritas

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